

# Marketing Your Delta Business

## Using Delta Stories and Cross-Promotional Strategies

### WHAT'S YOUR DELTA STORY?

Pear Fair

Steamboats

Bootleggers in the  
Roaring Twenties

Humphrey the  
Wayward Whale

The "Good Life" on  
the Delta Waters

Harvest Time  
Festival

Delta Ferries

Locke and the  
Chinese in the Delta

Clarksburg Wine  
Country

Asparagus Festival

Windsurfing on  
Sherman Island

Striped Bass Festival

The Delta Trail

Green Energy

The Endive Story



*Everyone has a story,  
and using stories that  
touch the heart is one of  
the most effective ways  
to market your  
business.*

**Wednesday, February 12, 2014**

**8:30am-11:30am**

**Walnut Grove Library, 14177 Market St, Walnut Grove**

This free workshop will help you explore and identify *your* story and how you can use it to cross-promote your business. In a three-hour workshop, we will use stories, photographs, and real time surveys to identify marketing and business promotion opportunities that can help with cross-promotions.

Topics include:

- **Promoting the Promise of New Adventures**
- **Forming Successful Connections and Collaborations**

Questions? Contact Susan at 916-375-2088.

To register, email Susan at [susan.roberts@deltaconservancy.ca.gov](mailto:susan.roberts@deltaconservancy.ca.gov).

Visit: [www.deltaconservancy.ca.gov](http://www.deltaconservancy.ca.gov) or [www.delta.ca.gov](http://www.delta.ca.gov).

**Instructor Mark Simon**, Storywalkers Consulting Group, helps businesses assess community needs, clarify their vision, and articulate their story.

Co-Sponsored by Delta Conservancy and Delta Protection Commission  
as part of the Delta Branding and Marketing Project

Workshop provided in  
partnership with the  
Nonprofit Resource  
Center.



SACRAMENTO - SAN JOAQUIN

**DELTA CONSERVANCY**

A California State Agency